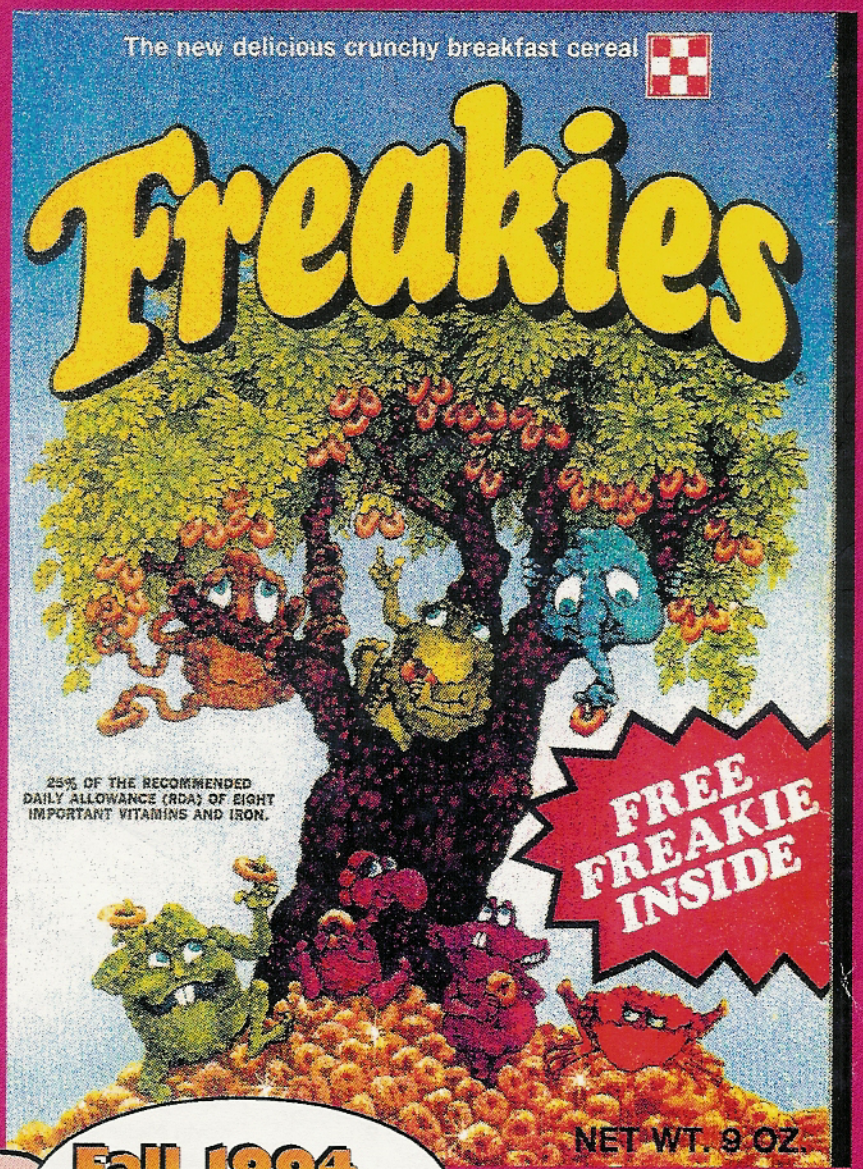
The Freakie Magnet

A Cereal Funzine!


The new delicious crunchy breakfast cereal
Freakies
25% OF THE RECOMMENDED DAILY ALLOWANCE (RDA) OF EIGHT IMPORTANT VITAMINS AND IRON.
FREE FREAKIE INSIDE
NET WT. 9 OZ.

Fall 1994
Vol. 1 No. 1

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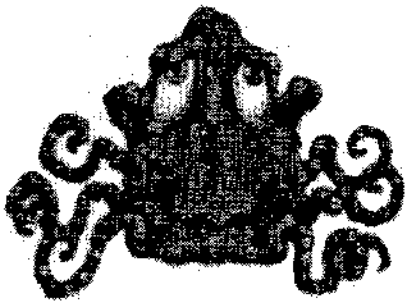
Welcome to the Magnet!



Welcome to the Freakie Magnet! The Magnet is intended to be an inexpensive, fun forum for all cereal people to share and enjoy the cereal hobby. Articles and pictures in the Magnet are submitted out of the goodness of their authors' hearts, and classified advertising and messages in the Magnet are run FREE of charge.

If you have received a copy of the Magnet, your name is on a special list of people who collect or sell cereal toys and boxes. I invite you to submit any pictures, articles, stories, trivia, ideas, and classified advertisements for publication in the Freakie Magnet.

This edition of the Magnet was mailed to you at no cost to welcome you to the Magnet and to introduce you to some of the many cereal collectors and dealers out there. If you do not wish to receive the next Magnet, which will be published in December, simply DO NOTHING. If you like the Magnet and want to keep receiving it, please fill out the subscription form in the back and enclose a money order for $16. This will entitle you to four more issues of the Magnet, ending in our spectacular October 31, 1995, "Monster Cereal Special Edition."

I hope you enjoy your copy of the Freakie Magnet! Please contact me with your thoughts and ideas. I look forward to hearing from you!

Sincerely,

TOPHER— ONE OF MY LAST COPIES OF 200, ENJOY!

Announcements

Anyone who is interested in having a cereal collectors meeting at the Kennedy International Antique Toy Convention in New York City on Sunday, September 18, 1994; the Greater Baltimore Collectors Mart in Pikesville, MD, on October 1-2, 1994; or the Atlantique City Holiday Fair in Atlantic City, NJ, on October 15-16, 1994, please drop me a line! In the future we can schedule such meetings in advance in The Magnet.

Currently there are two cereal clubs in existence that I am aware of: The Freakies Club (contact me) and the Sugar-charged cereal collector's club (everyone who subscribes to The Freakie Magnet). If you have a cereal club and would like to let everyone know about it, I'll publish it in The Magnet.

Finally, anyone who is willing to submit color laser copies of their cereal boxes for display on the cover of The Magnet, please contact me. Thanks!

The Freakie Magnet ©1994 by Kevin Meisner is a sugar-charged cereal collector's magazine for everyone!

All inquiries should be addressed to: Kevin Meisner, 92B North Bedford Street, Arlington, VA 22201.

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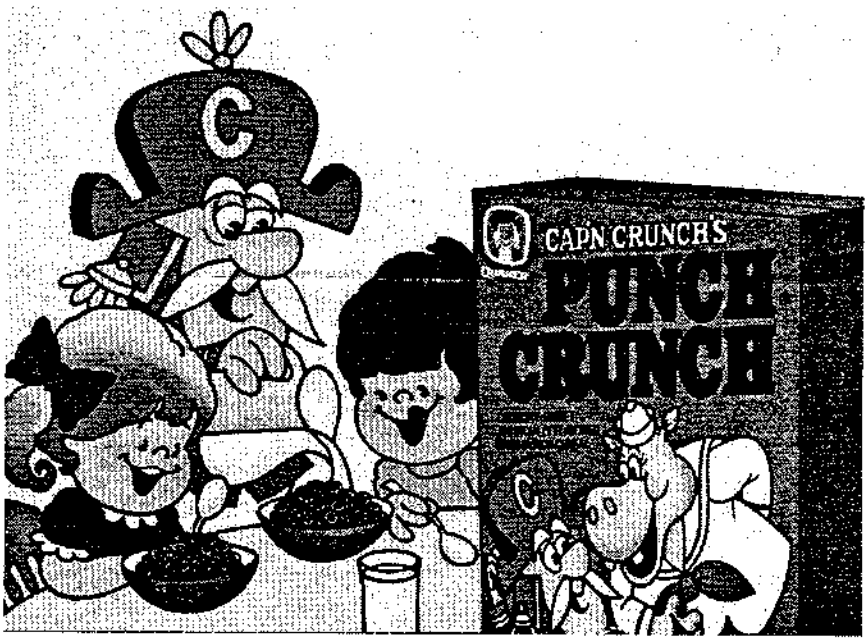
Subscription rates (published 4 times a year) Domestic: $16.00 Foreign: $21.00 Single Issue: $4.00

Cover illustration: Original Freakies Cereal Box by Ralston Purina®.

Crunchy Nuggets



Kevin-
I'm very excited about the Freakie Magnet! This is great! I'll be glad to do what I can. Just think of all the possibilities: fan art, letters, maybe bad fiction! "The sun was a fiercely burning sphere as Boss Moss stepped from the pool, water glistening on his emerald biceps as Cowmumble looked on..." Oh, sorry . . . maybe not!

Mike Howlett
Cambridge, MA

Thanks, Mike - I like your fiction!
—Kev

* * *

Dear Kevin:
I think cereal premiums are really neat. I love the Winnie the Pooh bowl hangers, and the Jungle Book series, and there were a couple of plastic cave men. And of course Quisp should never have disappeared. I have a soft spot for whimsical-type aliens, and I wish they'd put out more of the Spoonmen type aliens. I called Nabisco once, (the Spoonmen came out of their Rice Honeys) and suggested they think about it, but they just blew me off. Oh well.

Lou Ann Belmont
Newark, DE

Hi, Lou Ann! Quisp is alive and well in Chicago. You can get fresh boxes of it from Ralph Stout, 217-344-4550. Concerning your call to Nabisco, read on! *—Kev*

* * *

Dear Mr. Meisner:
Thank you for contacting us concerning Ralston Freakies brand cereal. Unfortunately, this product was discontinued in 1988 as sales for this product did not meet our expectations. Any toys or boxes of cereal are no longer available.

Tina Turner, Consumer Rep.
Ralston Purina Company
St. Louis, MO

Perhaps this is because you didn't take my suggestion in 1987 to return to the old theme and re-issue or think up some cool new Freakies prizes!—Kev

* * *

Dear Kevin,
I'm looking forward to the newsletter. I learned about your Freakies club through my good friend Tim Williams, who has already joined. Yes, Tim and I have spent many hours reminiscing about eating Freakies and other great cereals from when we were kids. Our conversations usually happened in college. No need to study when you can talk about Freakies!

Todd Franklin
Osage Beach, MO

My sentiments exactly! —Kev

* * *

Dear Kevin,
A cereal magazine or (Magnet!) would be a great idea! I know I would want a copy. I have been collecting cereal memorabilia for a long time now. I've also noticed that a lot of people are getting into the hobby. I will certainly pass your newsletter about the Magnet on! I have also enclosed an article for the newsletter on Why Cereal Boxes!

Rocky Flynn
Asheville, NC

Thanks again for the article, Rocky. I hope you enjoy The Freakie Magnet!
—Kev

* * *

Dear Kevin,
Thanks for all the Freakies and Monster Cereal items. The Freakies info you sent me was great! I remember the characters very well, but believe it or not I forgot all their names except for my favorite, Boss Moss! Around here, the Freakmobiles were also sold in gum ball machines. Remember when Ralston brought back Freakies in 1987? I only saw it once in my grocery store. Anyway, thanks for all the cool stuff! I look forward to the next issue of the Freakie Magnet!

Steve Wann
Baltimore, MD

Fascinating! I had not heard that the Freakmobiles were sold in gumball machines. Thanks, Steve. —Kev

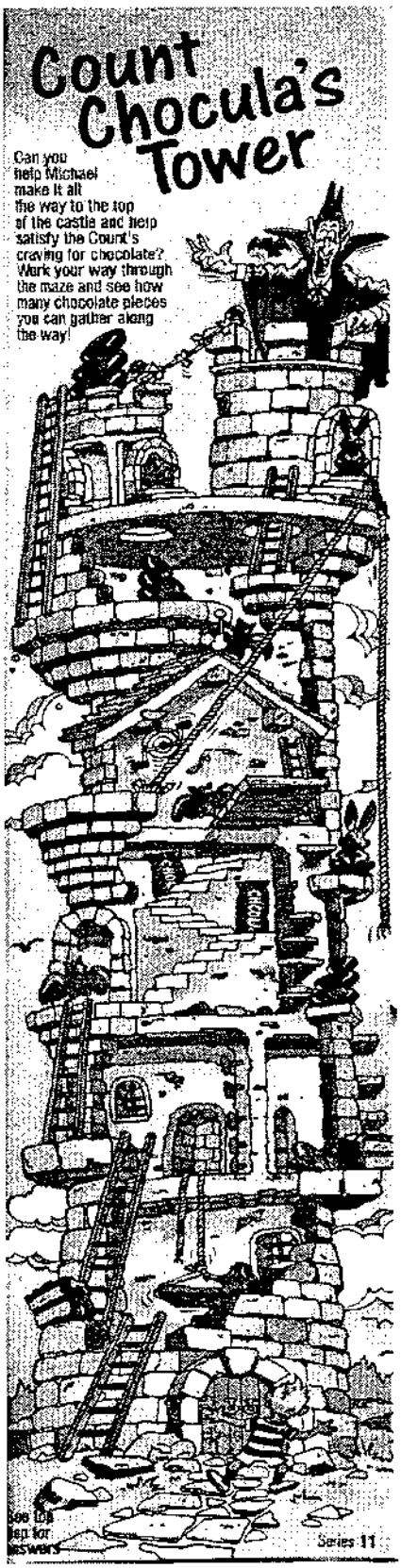
Why Cereal Boxes?

by Rocky Flynn, A.K.A. "Mr. Breakfast."

While sports cards, toys, cookie jars, lunch pails and character glasses are very much in demand, relatively few people know that cereal boxes are collectible too! In fact, cereal boxes are much more valuable than most people realize. This is true for two reasons: First, cereal boxes, like many other types of collectibles, have a high nostalgic value. Second, cereal boxes are much harder to find than many other types of collectibles.

What is it about cereal boxes that makes them so nostalgic? Many people associate cereal boxes and cereal toys with childhood. This is no accident! Cereal companies created fun, kooky cereal characters to adorn and promote their cereals, placed irresistible character toys in the boxes, created catchy tunes and ran their advertisements on Saturday mornings and other kid prime times for a reason: what better way to make kids want the stuff? No veteran mom would disagree! "Silly Rabbit, Trix are for kids!" And by the way, Rabbit, so are you. And Quisp, Quake, Freakies, Count Chocula, Frankenberry, Booberry, Captain Crunch, Sonny, Toucan Sam, Tony the Tiger, Twinkles, Lucky, Sugar Bear, etc.

These cereal characters targeted the 2 to 10 bunch. Around 12, kids start thinking about other things, and their cereal dreams go dormant for a while. But if you're reading this article, you know that some people started thinking about their breakfast buddies again around 16, 18, 20, or 25. Many of you are back full force at


Count Chocula's Tower
Can you help Michael make it all the way to the top of the castle and help satisfy the Count's craving for chocolate? Work your way through the maze and see how many chocolate pieces you can gather along the way!
Series 11

30! Some of you are still at it in your 60's!

Why are cereal boxes so rare? Simple. While millions of people buy cereal every day, most think of it as something edible rather than collectible. Thus, people usually eat the cereal and throw the cereal box in the trash. While these people sometimes "accidentally" save their cereal boxes, these boxes usually have the coupons, games and offers (premiums) cut out. This greatly reduces the box's value. As a result, many cereal boxes are quite rare, and finding an older cereal box in quality condition can be quite a challenge.

But, you ask, what about people who were not bitten by the cereal bug when they were kids? Are there any boxes out there for them? Well, if you're a sports fan, check this out! You know how sports cards and memorabilia are so collectible? Well, cereals like Wheaties and Kelloggs' Corn Flakes regularly feature sports celebrities on the front of the box. Did you ever stop to think that a Wheaties or Corn Flakes box with a sports star on the front is actually a large "sports card?" Unlike sports cards, however, cereal boxes have larger characters, and sports celebrities are featured on the boxes by region. This means that no matter where you're from, you will have sports boxes that people from other parts of the country will not!

Cereal boxes also have historic value: they reflect the times even more than lunch pails or character collectibles do! From the turn of the century to the present, cereal

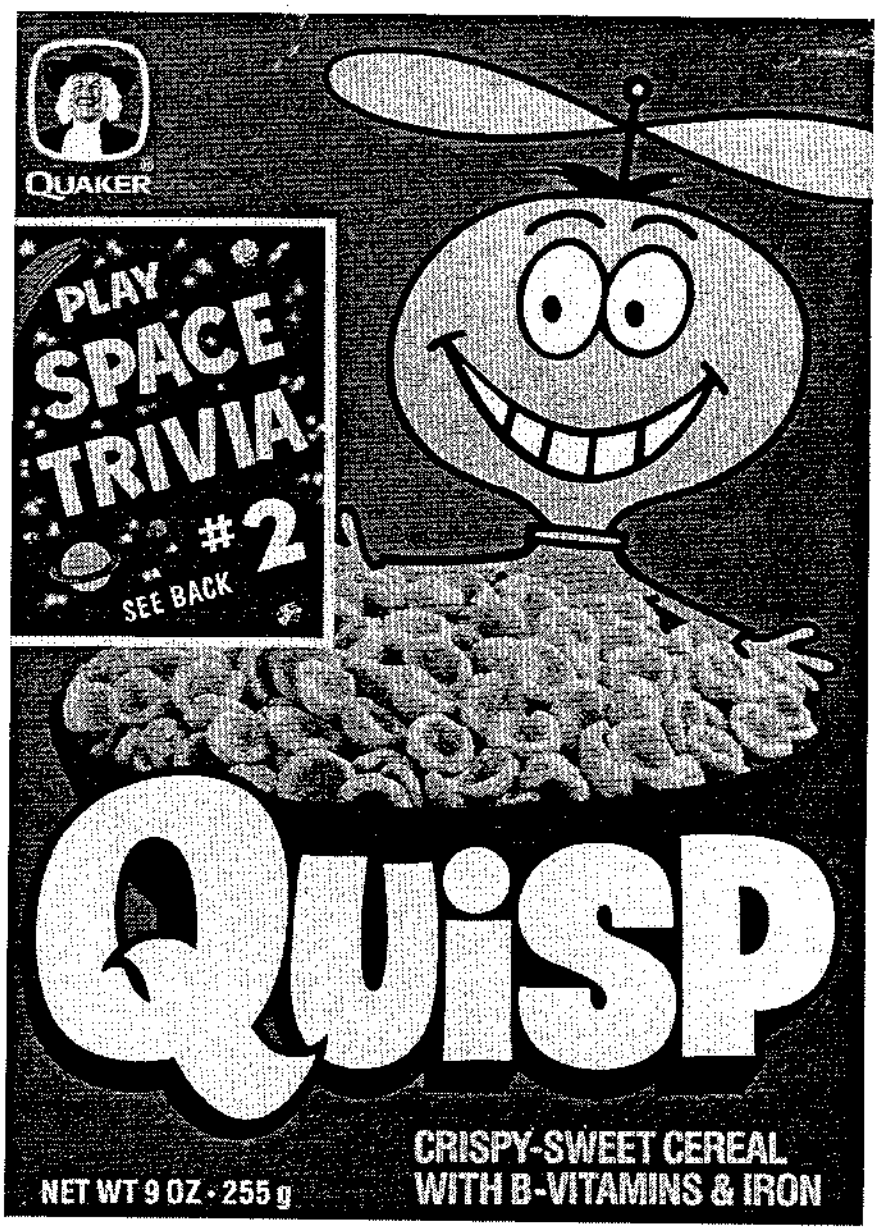
boxes have featured movie stars, sports stars, cartoon characters, vehicles of the times, etc. Cereal boxes have featured sports heroes like Jack Dempsey, Lou Gehrig, Ted Williams, Babe Ruth, Mickey Mantle, Bruce Jenner, Pete Rose, Nolan Ryan and Michael Jordan. They've featured television and movie stars and shows such as Jack Armstrong, Tom Mix, Shirley Temple, The Lone Ranger, Hopalong Cassidy, Roy Rogers, Captain Midnight, Howdy Doody, Space Patrol, The Monkeys, H.R. Pufnstuf, The Jackson Five, Star Wars, E.T., Gremlins and Championship Wrestling. They've featured cartoon characters like Mickey Mouse, Bugs Bunny, Donald Duck, Superman, Bullwinkle and Rocky, Hanna Barbera, Batman, the Archies, Banana Splits, Casper, the Pink Panther, Winnie the Pooh, Dudley Do-Right and Smurfs. They've featured numerous cars, trains, planes, boats and spacecraft (real and imagined!) of the 20th century. Thus, cereal boxes are a chronicle of 20th century United States history and have historic value that would appeal to people of all ages.

If none of the above appeals to you, and you're still reading this article, consider this: cereal boxes have cash value ($$$)! Remember, most people still throw away cereal boxes. Later they remember and think about their childhood cereal friends, or realize that, hey, Nolan Ryan was on that box, or a cartoon character they can no longer live without, or a movie star, or a car or boat or plane, etc. As people remember, the demand for these cereal boxes increases. Already there are not enough to go around, and the price for a good "older" box is quite high!

Some boxes, such as Ralston's 1987 Freakies, go for $20. Other examples include Quaker's 1984 Mr. T $20-$40, General Mills' 1982 E.T. $30-$60, 1972 Post Pink Panther Flakes $200-$400, 1971 Freakies $50-$125, Nabisco 1969 Rice and Wheat Honeys' Yellow Submarine $400-$1000, Kelloggs 1969 Banana Splits $50-$200, Quaker's 1960's Quake $50-$300, Kelloggs' 1960's Yogi Bear's OK's $75-$250, Kelloggs' 1950's Corn Flakes with Superman $100-$400, General Mills' 1940's Cheerios Lone Ranger $50-$200, General Mills' 1940's Kix Atom Bomb Ring Box $200-$600, and Post Toasties 1930's Mickey Mouse $50-$200. But the newer boxes, you know, the ones at the grocery store? Those are "free!"

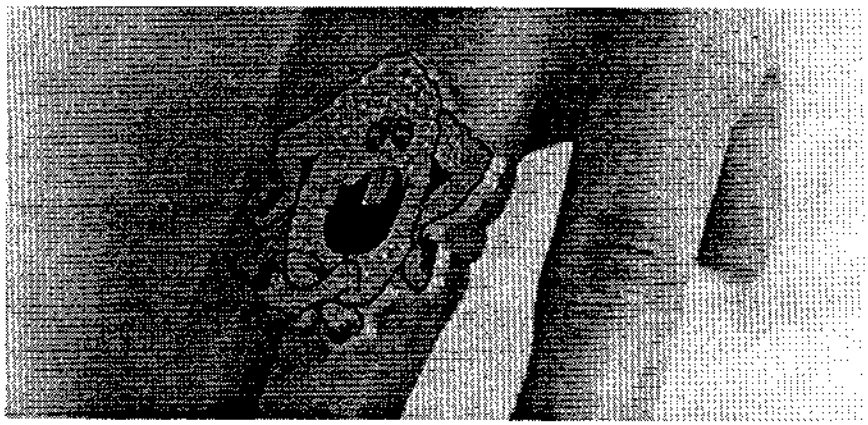
To sum it all up, if you want to collect something nostalgic, rare, unusual, historic, valuable and just plain fun, try cereal boxes. You can't go wrong!

About the author: Rocky Flynn, "Mr. Breakfast," has been collecting cereal boxes and premiums since he was six years old! At 38, Mr. Flynn resides in Asheville, NC, where he owns and operates an antique store. He can be reached at 5 Delano Road #3, Asheville, NC 28805.



With This Freakie Ring I Wed...

by Duane Dimock



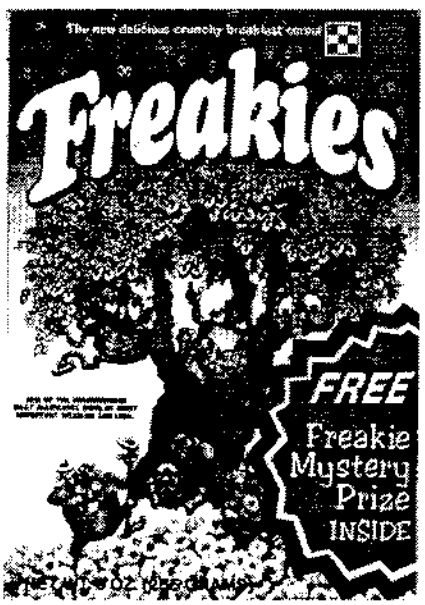
What ring is worth more than many engagement or marriage rings? What composition is worth more than gold or even diamonds? A Freakie-plastic Freakies' ring, of course!

The story of the elusive Freakies rings seems to be a short one, as I know of only a handful of rings, all orange and all Boss Moss (see photo). No one has produced a Freakies cereal box with the ring promotion of all seven Freakies. The only reference to the ring is on a 1974-75 Freakies box. The give-away splash on the front of the box offers a "Free Freakie Mystery Prize Inside!" Turning to the back, we find you would receive one of six Freakies prizes. Which one? It was a mystery!

This promotion in itself was pure brilliance. All Ralston had to do was dip into their old, left-over prizes, and they had a ready-made, finished supply of in-packs. The six prizes were: a free iron-on patch; a packet of 20 fun dot stickers; a Hamhose clip-on medal; a special Freakie magnet (with sayings); a free Freakie doll (the original Freakies figures); and a blue Snorkeldorf Freakie ring made of Freakie-plastic (which I've never seen in anyone's collection).

I've got a couple theories on the lack of plentiful rings. First, a box was made with all the characters and was very limited in distribution. Second, and more probable, some thousands of test rings were made and the impact promotion was scrapped. In fact, a few of the other "Mystery Prize" in-packs might have been test pieces, as I've never seen some of them either. The rings and other prizes probably laid in a warehouse for a few years until the "Mystery Prize" offer came along and these dead items became live bait for kids.

One other observation on the orange Boss Moss ring and the blue Snorkeldorf ring is Boss Moss has BLACK outlines while Snorky has SILVER outlines. The point I'm trying to stretch is the Snorkeldorf ring might not have been made in quantity as usually they'll use the same color outlines on ring runs. But heck, someone happily prove me wrong by sending me Freakie rings other than ole Boss Moss!



Duane Dimock is known for his 15,000+ collection of cereal boxes and prizes, his ability to supply Kevin with Freakies and his fantastic laser-reproduction cereal boxes (call for availability!). He can be reached at 3089C Clairemont Drive #202, San Diego, CA 92117, or call 619-276-5253. Boss Moss ring photo courtesy of Duane Dimock, hand courtesy of Susan Mandolia (thanks, Susan!).

Interview: James Koval, Toy Dealer

James Koval is a well known and respected toy dealer. He describes himself as a "Toy Cowboy" who travels across the country in search of the coolest and rarest old toys. He regularly advertises in Toy Shop and other toy magazines and he often has cool cereal items in stock. He can be reached at 1227 Randolph Road, Plainfield, NJ. 07060. 908-757-0828.

Magnet: James, how long have you been in the toy business?

James: I've been doing it full time since January of 1989.

M: What did you do before?

J: I was a limousine driver.

M: Did you ever meet any celebrities on that job?

J: I met Sting once at JFK when he was waiting for someone to arrive on British Airways.

M: What got you started in the toy business?

J: I'd have to say the entrepreneurial spirit. I wanted to own and run my own business. I chose toys because it was something I liked.

M: When did you first become interested in cereal boxes and premiums?

J: I was a big Quisp fan as a kid in the 60's, so when I decided to become a toy dealer I immediately began searching for Quisp. But many of the Quisp items were so rare that I began looking for other cereal stuff, more out of curiosity than as a profit-making venture.

M: Which cereal items do you think are the most popular today?

J: That depends on what you mean by "popular." The most profitable cereal items by far are from Quisp. Freakies and the Monster Cereals, Count Chocula, Frankenberry, Booberry and Fruit Brute are second. Number three is Captain Crunch. After that odds and ends.

M: Odds and ends. You mean like Spoonmen?

J: Yeah, like Spoonmen. I call them odds and ends because they're not permanent cereal box characters. Others include Toolie Birds, Daffy Dogs, Nits and Funny Fringes. Those items are very hot.

M: Do you mean they have a huge following?

J: From my perspective none of the cereal stuff has a huge following. In my experience only three to six customers are looking for any given cereal character at a given time.

M: Which cereal items are the hardest to find today?

J: As far as characters, Quake is very rare. Near impossible. There's lots of Captain Crunch out there since its been running non-stop since the early '60's, but certain items from Captain Crunch are really hard to find. Really there's a lot of cereal stuff out there but certain items are more rare.

M: Which premiums are the hardest to find from Quake?

J: Well, that depends on what you mean by "premium." A lot of people use that term to mean any type of toy related to cereal. Technically, a "premium" is a mail-away. An "in-pack" is something that comes in the cereal box. Some in-packs are nearly impossible to find, like the Quake globe ring. I only had that piece once, and I had to pay $900 to get it.

M: Wow, how much did you sell it for?

J: $950. That's all I could get, because the guy who bought it from me had been following my search in print. He knew I had been offering $650 to $800 for it. Once the top buyer has the item, the practical price of the item plunges. Most buyers and sellers tend to not understand this principle.

M: So once the person who wants the item the most acquires it, no one also is really willing to pay the top price, but in spite of this fact the dealers do not lower the price?

J: Yes, unless the dealer knows enough to sell it at the lower price. For example, the first two times I sold Captain Crunch figural rings, I got $500 each. My last Captain Crunch figural ring went out at $150. Once the two $500 people had it the next customer in line was only willing to pay $150. I know this and so I lowered the price. However, some dealers get away with the high prices because they are willing to wait months and months for a buyer to come along who is willing to pay the higher price.

M: What are some other rare cereal premiums and in-packs?

J: Well, I've never had a Quisp kite. Someone recently found a Quisp quaft (Quisp space ship with a parachute). The rarest Captain Crunch items are the set of 12 figural rings pictured on one of the first Captain Crunch boxes. It's always tough to put together a complete set of 12. The toughest Monster cereal items are the vinyl ad figures of Count Chocula, Frankenberry, Fruit Brute and Booberry. Actually, they are rather common out of the box, but hard to find in the box. They were sold separately in stores.

M: How is it that these items were sold in stores?

J: General Mills licensed the characters out to manufacturers. There also were vinyl "back to school" sets from Monster cereals sold in stores around 1982.

M: Do cereal companies commonly license their characters out to manufacturers?

J: Not at all. I can't think of any others.

M: I see the prices for the Monster Cereal vinyl figures in Toy Shop set at $55 to $70. Is that too high?

J: Not these days. When I started they were $25.

M: How much did they cost when they were sold in stores?

J: They were approximately $2.99-$3.99 each in the box around 1976.

M: How about cereal boxes? Which are the hardest to find?

J: Quangaroo boxes are very tough. Quisp is actually pretty easy, as is Captain Crunch. Quake boxes are kind of tough.

M: What can a person expect to pay for a Quake or a Quangaroo box?

J: Approximately $300.

M: Does the condition of the box make a big difference?

J: I think that it does.

M: Are the flaps from the top and bottom of the box important?

J: I think Duane Dimock has convinced the cereal community that a box must have all flaps and panels to bring in top dollar. Duane believes that even if a box is missing one panel, the retail value plummets. My perception of the market is that cereal collectors in general accept that teaching from Duane.

M: For those who don't know Duane, he is one of my best Freakies suppliers. He is mainly a collector as opposed to a dealer. How has Duane influenced the public opinion?

J: I think Duane has been most influential because he has the best collection and the most knowledge. The person with the best collection and the most knowledge usually provides the leadership. Also, generally speaking the cereal collecting community and the toy dealer/buyer community is small. Almost everyone in the cereal collecting community knows each other.

M: Have the prices of cereal items gone up in recent years?

J: When I started as a dealer, one could pick the stuff up for almost no money at all. Also, cereal items were not saleable at the time.

M: If the items were not saleable in 1989, why are they so saleable today?

J: What happened was, William Longstreet, the people at Just Kids Nostalgia, myself and a little later on Robert Bruce (Mad Toy Company), we all felt that there was going to be a market for the stuff. The principle worked like this: as kids we were so crazy about the stuff, there had to be customers out there who felt the same way but had not realized that they wanted the stuff from their childhood.

M: What happened?

J: In my world at that time, I'm advertising like crazy to buy Quisp, Quake etc. Because it's so difficult to find some of those items, I started offering big money in print, and that started the process of customers thinking, "Hey, I remember Quisp and Quake, and I would like some of this stuff too! This guy is paying X dollars so I guess I'll have to pay Y to get it from him." And customers started calling for the stuff. As far as the more common items, like flat figural Count Chocula and Frankenberry, the Quisp trailblazer and unicycle, and Freakies, suddenly, people were looking to buy these items too and were willing to pay decent money for them. And that's how it started. Yeah, that's my perspective.

M: From your perspective what does the cereal scene look like today?

J: Well, some of the rare items have been found in quantities, which has lowered the price. And there are only 3-6 customers looking for a particular cereal item on any given day, not like GI Joe or Barbie where there are 200-300 people looking to buy.

M: Have the cereal items that were more common when you started become harder to find?

J: I used to see Freakies all the

time in people's cases at the toy shows, but I don't see them that much any more. They've been bought up by collectors, and there have been no new stashes found.

M: Do you expect that there will be new stashes found in the future?

J: Yes. All you need is a factory worker or someone from the inside who legally or illegally walked out the back door with a case of cereal in-packs or premiums and kept it for thirty years.

M: Is this common?

J: Not common, but it has happened. Freakies balloon cars are a good example.

M: What happened?

J: As I recall, someone in the Massachusetts area, or William Longstreet, was contacted by someone who had like 10,000 Freakies balloon cars.

M: I heard they were being sold in gumball machines.

J: They were probably trying to get rid of them because they overproduced them.

M: What other ways do dealers find cereal items?

J: Every way you can thing of. Dealers generally are professional bounty hunters. We search all over the country. We go to garage sales, flea markets, toy shows, antique shows, etc.

M: Is it a full time pursuit?

J: For me it is, but it can be full time or part time, whatever you want to do.

M: One of the most successful methods I have used to get Freakies is Toy Shop magazine. In fact, I have made most of my contacts by reading and advertising in Toy Shop. What do you think about Toy Shop?

J: Toy shop is the #1 publication to search for or buy and sell toys.

M: A lot of Toy Shop advertisers and readers were annoyed when Toy Shop switched from a monthly publication to a bi-weekly publication. What do you think?

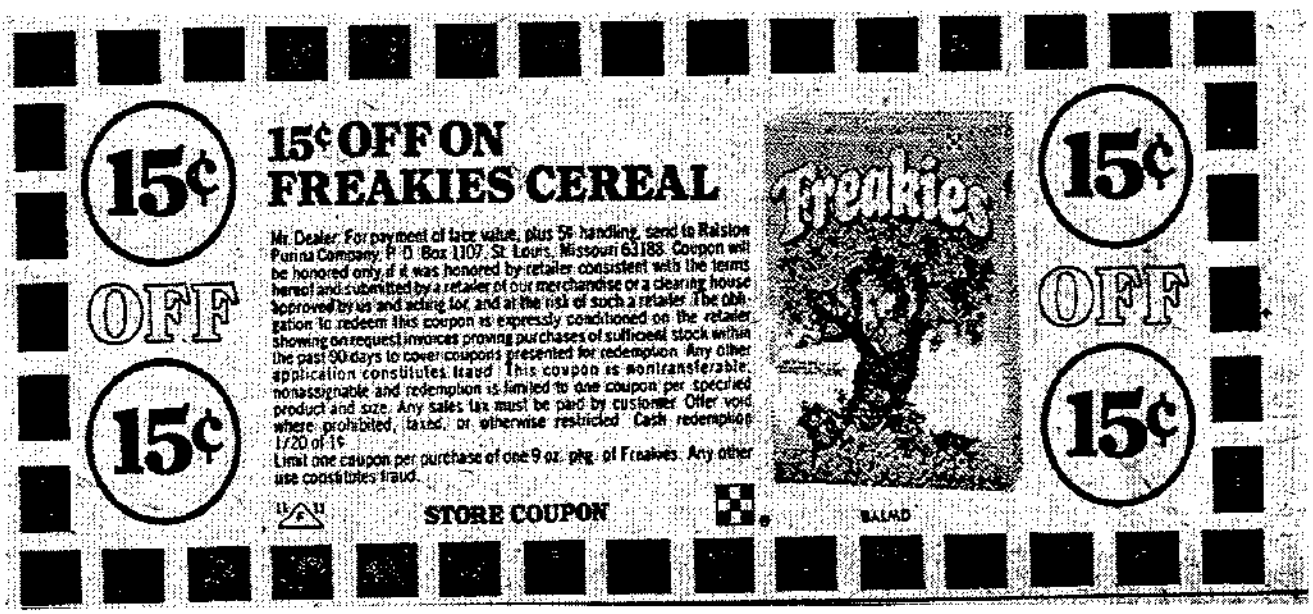
J: I'm probably the only dealer in the United States that's glad Toy Shop did it. I am going through an experimental time in my business, and every two weeks offers me a more frequent forum for experimenting with my advertising. I can run different ads every two weeks and get more immediate results.

M: What sort of cereal items do you have for sale right now?

J: All my items go into my auctions, which are published in Toy Shop. Anyone who's interested can look for me there.

M: Well, thanks a lot for your time. I'm sure the readers will appreciate the information you have provided.

J: You're welcome! Thanks for the interview.


15¢
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15¢
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FREAKIES CEREAL
Mr. Dealer: For payment of face value, plus 5¢ handling, send to Ralston Purina Company, P. O. Box 1107, St. Louis, Missouri 63188. Coupon will be honored only if it was honored by retailer consistent with the terms hereof and submitted by a retailer of our merchandise or a clearing house approved by us and acting for, and at the risk of such a retailer. The obligation to redeem this coupon is expressly conditioned on the retailer showing on request invoices proving purchases of sufficient stock within the past 90 days to cover coupons presented for redemption. Any other application constitutes fraud. This coupon is nontransferable, nonassignable and redemption is limited to one coupon per specified product and size. Any sales tax must be paid by customer. Offer void where prohibited, taxed, or otherwise restricted. Cash redemption 1/20 of 1¢.
Limit one coupon per purchase of one 9 oz. pkg. of Freakies. Any other use constitutes fraud.
STORE COUPON
Freakies
15¢
OFF
15¢

Free Inside!

Cereal Items Wanted

ALWAYS BUYING Cereal and radio premiums and rings, especially Whistle Bomb Ring. I also have a large list of cereal and radio premiums and rings for sale! Call Bill, 205-853-8227.

BAKING POWDER operated Navy Boat and Frogmen premiums wanted. Also Sky King's Songbird plane premium wanted. Please call or write David DiPetro, 1321 20th St., Aliquippa, PA 15001, 412-378-9707.

BUYING ALL radio and cereal premiums, rings, decoders, manuals, any item from any character. I have numerous items for sale and trade. Donald Schoonover, 821 Peach Tree, Excelsior Springs, MO 64024. 816-630-4267.

CEREAL BOX collector wishes to trade with other collectors. I have extra boxes for trade. Let's expand our collection! Send list to: Anthony Schiano, P.O. Box 1747, New York, NY 10956.

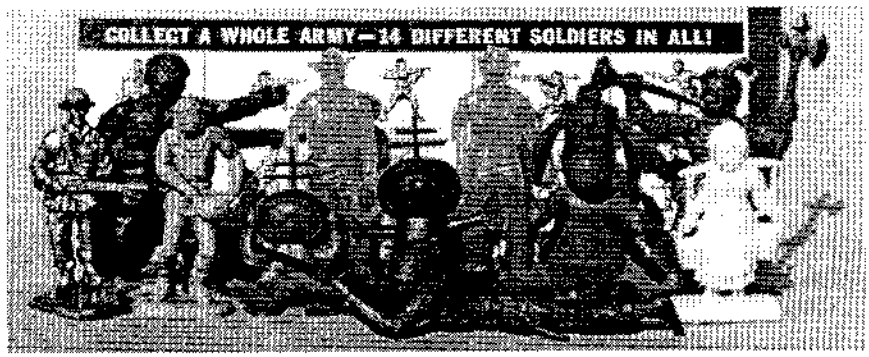
CEREAL ITEMS wanted! Boxes, box backs, prizes, trading cards, rings, etc. Steve Roden, 357 S. Curson #12K, Los Angeles, CA 90036. 213-933-3158.

CEREAL PREMIUMS wanted from the 1960's Nabisco Wheat and Rice Honeys; dinosaurs, sea monsters, jungle animals, jungle book. Kelly Mooney, 2545 Golden Gate Dr., Imperial, MO 63052.

FREAKIES AND Fruity Freakies Cereal items wanted! I buy, sell and trade! Call or write today! Kevin Meisner, 92B North Bedford Street, Arlington, VA, 22201. 703-527-3485.

FREAKIES BOATS wanted! Need Snarkeldorf, Goody Goody and Hamhose boats to complete my set. Also want Freakies rings, King Vitamin Crashing Castle and any premiums from Klondike Pete's Crunchy Nuggets. Call or write Richard Fenick, 6 Catherine Place, North Bellmore, NY 11710. 516-221-7317.

JOSIE AND the Pussycats erasers, Dick Dastardly Bi-planes, Archies jalopy and Jungle Book spoon riders wanted! I also collect advertising dolls, figurines and commercials on videotape. Call Oscar 213-483-5683 or write 1812 Grafton St., Los Angeles, CA 90026.



LOOKING FOR Captain Crunch, Quisp and Quake related items. Send list to: Joe Nocella, 23214 West Pelham Place, Valencia, CA 91354.

NOW BUYING all cereal boxes and premiums! Especially Monster Cereals, Cap'n Crunch, Quisp, Quake, Freakies, Moonstones and many others! Also Nabisco Spoon Men, Fizzies drink tablets, and small plastic space aliens from Screaming Yellow Zonkers Popcorn. I have some cereal items and many other toys for sale or trade. Call or write today! Ronnie Salinas, P.O. Box 1313, Morgan Hill, CA 95038. 408-779-2753.

PUFNSTUF RINGS and Freddy flute wanted! Call or write Mikal Vollmer, 249 S. Highway 101 #230, Solana Beach, CA 92075. 619-634-1692.

QUISP BATTERY operated ship, flashlight gun, Quake helmet, telescope, print set, rings, also Captain Crunch, Buck Rogers, Captain Video, Space Patrol, Tom Corbett items. Top prices paid or will swap. Write or call Anthony J. Ingoglia, Box 2956, Setauket, NY 11733. 516-473-5144.

QUISP, QUAKE, Cap'n Crunch and Major Moonstones premiums wanted, especially comics, rings and Moonstone watch. Ralph Stout, 1216 Mason Circle, Urbana, IL 61801. 217-344-4550.

QUISP, QUAKE, Twinkles, Crispy Critters (Linus the Lionhearted), Alphabits (Lovable Truly the Postman), Rice Krinkles (So-Hi), King Vitamin, Cap'n Crunch (early), Frosty-O's, Monster Cereals and Choo Choo Charlie Ad figure wanted! Call Gary Miles, 717-684-6954.

REPRO OF cereal box back with Robin Hood figures, early Quisp and 1960's Batman giveaways wanted! Also original Dastardly and Muttley and new Quisp giveaways, cereal boxes or cereal box backs. Mike Alt, 6550 S. 400 W., Berne, IN 46711. 219-334-5215.

SUGAR BEAR and Super Bear items wanted! Please write: Michael Britt, P.O. Box 271, Zebulon, GA 30295.

TOOLIE BIRDS, Funny Fringes, Wacky Racers and Nits wanted! Call or write Jeff Alley, 2900 Mercy Dr., Ft. Collins, CO 80526. 303-223-7271.

WANTED: 60's-70's premiums especially 60's Post characters like So-Hi, Loveable Truly, Linus the Lionhearted, early Sugar Bear: inflatables sendaways, spring and string toys, comics, coloring books, etc.; and General Mills premiums with Bullwinkle, Twinkles, King Leonardo, Tennessee Tuxedo; Quisp, Quake & Cap'n Crunch premiums and sendaways; R & L snap togethers: circus train, bobbing head animals, walkers, etc. LOTS TO TRADE: Quisp comics, stickers, posters, book marks; Pink Panther Spy Scope, Toolie Birds, Bert Chimney Sweep MIP, Cap'n Crunch whistle ring, Josie spoons, So-Hi Rickshaw Racer MIP, King Vitamin Hologram ring, Camel Trains, Barnabus Collins ring, yo-yo ring, Quangaroo Gyro Racer, Quisp doll, monster cereal premiums, etc! Roland Coover, 1537 E. Strasburg Rd., West Chester, PA 19380-6380.

Cereal Items for Sale

A QUISP unicycle, one propeller missing, $20 or best offer. Call or write Mike Gold, 139 Northern Parkway, Plainview, NY 11803. 516-681-2231.

CEREAL BOXES and premiums for sale! All rare! 1964 Coco Puffs - Woody Woodpecker Swimmer, 7" tall plastic mailaway premium with original instructions and original box (top/bottom flaps gone/clean), $225; Post Raisin Bran box, 1969 with Storykins doll offer, $75; Post Toasties box, 1967 with Blue Angel model kit box back with Linus the Lionhearted record side panel along with Linus the Lionhearted

premium records, has 8 characters on cover, both box and record are mint, $225; Frankenberry box, 1973, with paint set premium, box has top flaps missing, premium sealed, $175; Kellogg's Raisin Bran box, 1969, with the Banana Splits record offer on the back, super rare, box only, $250. Many, many, many more cereal premiums available, including Freakies, Cap'n Crunch, Monster Cereals, more! Call or write R.H. Bruce, 60 Waterman Avenue, Rumson, NJ 07760. 908-842-2567.

FREAKIES MAGNETS! Set of five (all but Boss Moss and Hamhose). Make offer! Rich Fettinger, P.O. Box 71, Petersburg, IN 47567-9646.

FREAKMOBILES! SET of seven MIB, $20 or trade for Freakies I need! John Kolesar, 5507 Louisiana Dr., Concord, CA 94521. 510-672-5680.

FREE CATALOGUE of animation art featuring all your favorite cereal heroes including Sugar Bear, Tony the Tiger, Count Chocula, Frankenberry, King Vitamin and Captain Crunch just to name a few! Cartoon and other characters also available. Write Art-Toons, P.O. Box 600, Northfield, OH 44067, or call 216-468-2655.

QUISP UNICYCLE, Trailblazer, MIP, $35 each; Chex Squarecrow doll, good, $30; Buffalo Bee bowlhanger, opaque red, $20; Freakies Cars, set of seven MIB (sealed) $20; Lucky the Leprechaun and Bullwinkle springies, $10 each; Frosty-O's "Energy Three" flying saucer, $10; Cocoa Puffs flying saucers, red, chocolate, $5 each; Tony the Tiger flying saucer, $3; Toucan Sam secret decoder figure, $3; Trix whistle, $3; Sugar Bear bicycle reflector, $3; Sugar Bear disc flippers, red, brown, $3 each; Sugar Bear Christmas figure, $3. Will trade for Freakies! Kevin Meisner, 92B N. Bedford St., Arlington, VA 22201. 703-527-3485.

SIX FREAKIES magnets, $10 each, write Adrienne Warren, 1032 Featherbed Lane, Edison, NJ 08820.

SOME COOL cereal premiums: Freakies Snorkeldorf car w/o wheels, air blaster, $10; 1987 Freakies stickers (6), $4; Winnie the Pooh set of 5 bowlhangers, $55; Cheerios, brown cowboys, white and grey horses, part of 22 piece Lone Ranger set (Marx), $5 each; Nabisco Shreddies box (England) and 4 different Star Trek ships (MIB), $35; Quisp trailblazer, no center wheel, minor scuffs, $15; Kelloggs Van Brode figure of girl from Norway, $5; Kelloggs Robin Hood loading catapult, green $5; Post Archies Jughead Jones spring-popping head, $20; Superhero full figure pencil toppers, maker unknown, Superman, Batman, Robin, Shazam, original bag, $25; Shazam pencil topper, $5; Captain Crunch fishook or screw through finger gags, grey soft plastic, $6 each; Flintstone pencil topper heads from Post, Fred, Barney, Pebbles and Dino, $5 each; Monster Cereal (?) pencil toppers, Frankenstein, Wolfman and Devil, $5 each; Kelloggs baking powder submarine, yellow, $20; Chex aircraft carrier, grey, no planes, has rubber band and trigger, $8; Kelloggs "Snap" purple rubber bottle capper, $10; Sky King sheriff or clipper (orange), $20; King Vitamin (?) orange plastic put-together tracks, $15 each; Captain Crunch later issue baking powder submarine (green), $5; Trix color changing spoon with Rabbit face, $5; Kelloggs Mary Poppins chimney sweep, blue, missing broom, $10; Batman cereal box with mini plastic Batmobile, $30; Batman cereal box with bank, $20; Batman Returns box with static glow sticker of Bat emblem, box shows entire Kenner toy line for Batman Returns, $10; Dino-Pebbles cereal box with 5 Dino sticker premiums, MIB, $25; Captain Crunch Deep Sea Crunch cereal box, $25; Kelloggs "Pep" cereal box back featuring Lido army soldiers and 5 soldier premiums, $50. Postage $4 per order, call or write S. Kurt Fredericks, 9745 Old Placerville Road #84, Sacramento, CA 95827. 916-368-0854.

Sugar-Charged Cereal Collectors

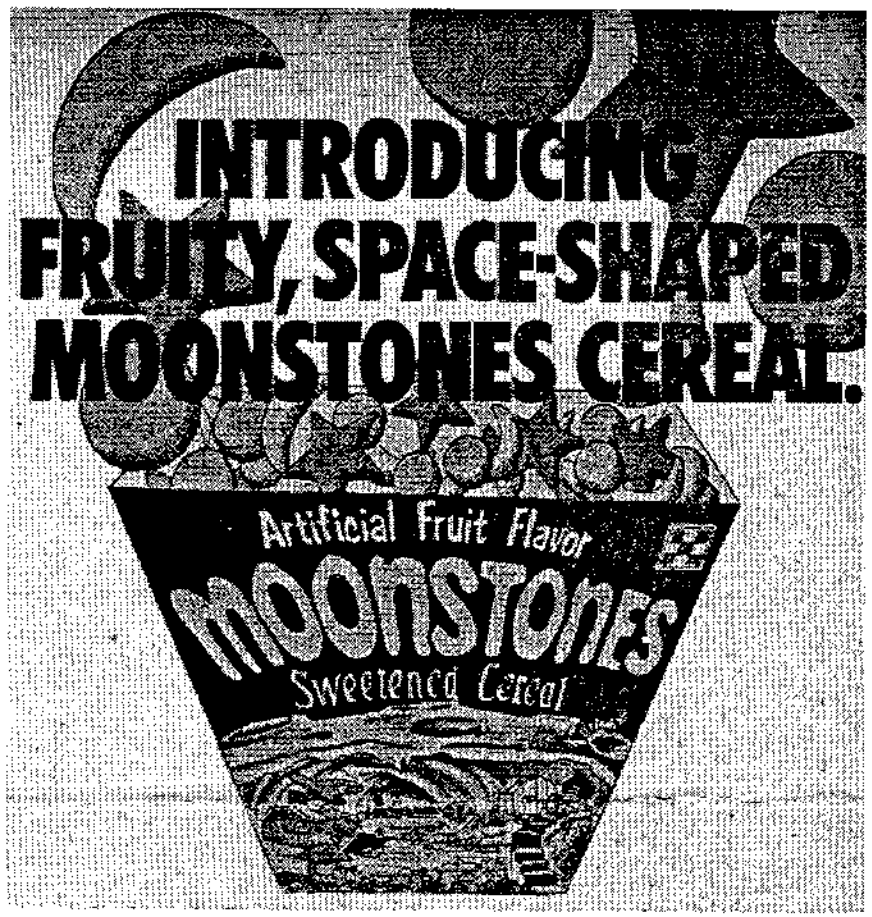
Lou Ann Belmont. Likes Winnie the Pooh and Jungle Book bowl hangers, Kelloggs Cave Men, Spoonmen. 66 #2C Abbey Lane, Newark, DE 19711. 302-737-2707.

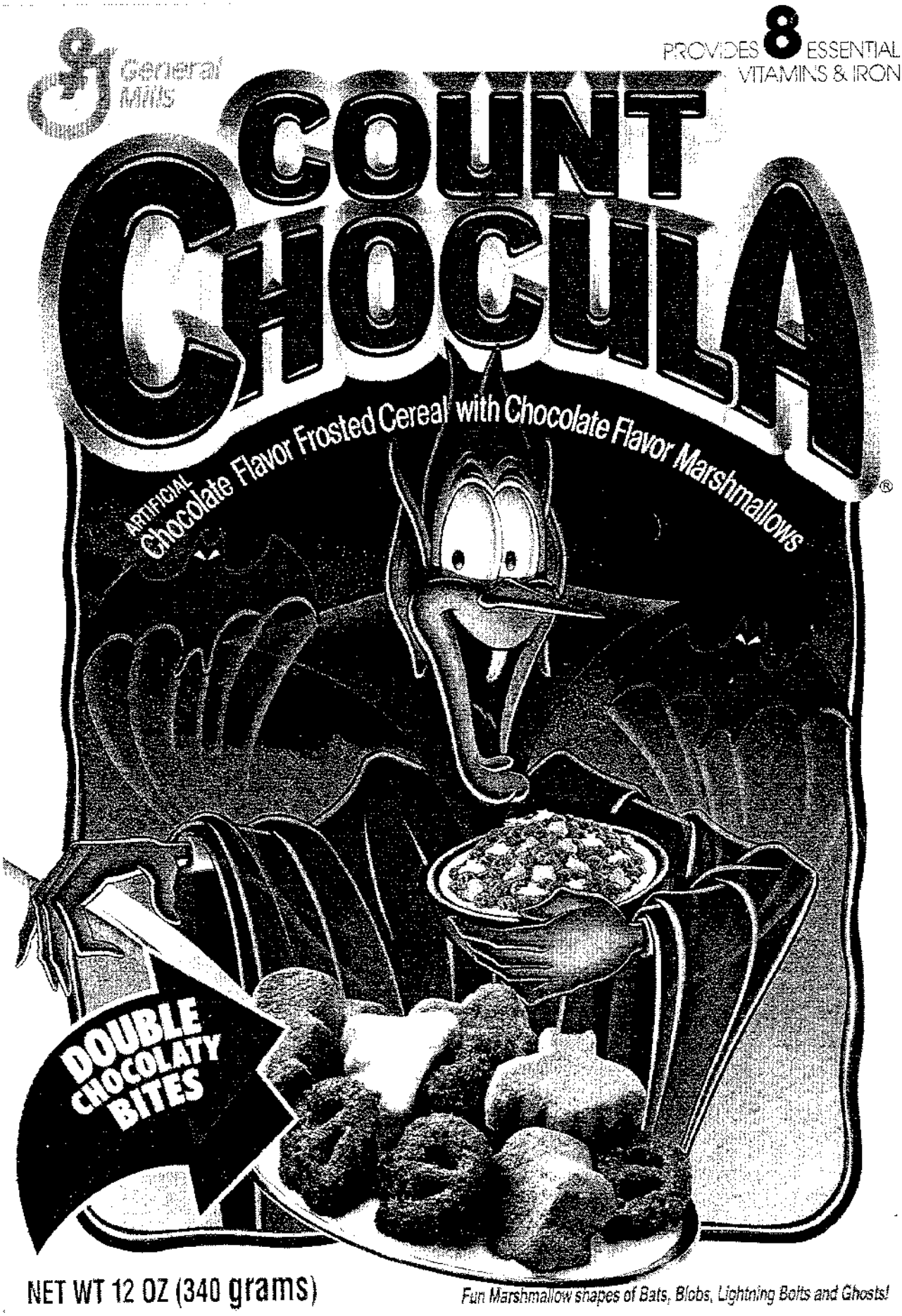
Dan Goodsell. Great source of information on cereal and advertising items. P.O. Box 342, Culver City, CA 90232-0342. 310-815-0465.

Mike Howlett. Loves Freakies! 5 Garden Ct. #5, Cambridge, MA 02138.

Bob Morris. Great source of cereal items and toys. Send your want lists! P.O. Box 332, Plainfield, IL 60544. 815-476-6358.

Tim Williams. Loves Freakies! 157 Lakeview Drive, Camdenton, MO 65020. 314-346-4877.




General Mills
PROVIDES 8 ESSENTIAL VITAMINS & IRON
COUNT CHOCULA®
ARTIFICIAL Chocolate Flavor Frosted Cereal with Chocolate Flavor Marshmallows
DOUBLE CHOCOLATY BITES
NET WT 12 OZ (340 grams)
Fun Marshmallow shapes of Bats, Blobs, Lightning Bolts and Ghosts!